

# **Data Collection and Management System**

## **San Luis Valley Development Resources Group**

**July 25, 2001**

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### **Authority**

The DRG is providing demographic, economic, and business-related data and information as part of its responsibilities under the Economic Development Administration (EDA) planning grant, and the Comprehensive Economic Development Strategy (CEDs) for the 6-county San Luis Valley. Assistance of this type is regarded as essential to the economic and community development of the region.

### **Services/Goals**

Efforts have been made to establish the DRG as a reliable and first-contact source of information. We are responding to over 520 requests annually from a wide group of data users. This saves countless hours of work for users, and the data we provide is an essential part of applications bringing in millions of dollars in grants.

Considerable expertise has been acquired over the years in packaging responses, the majority of which are requiring customized sets of data. Standard datasets and pre-packaged reports are used where possible for routine or non-specific inquiries.

We strive to maintain a high quality of product for each request. Users can be reasonably assured that data and information provided are the most relevant and current available. For requests which cannot be met from our collection, or require more detail, referrals are being made to agencies which originate or report the data, and other appropriate or potential contacts. Feedback is requested in these cases to confirm that information from the referred sources was, or was not, available. Efforts are being made to search for and develop new contacts and sources for information which is frequently requested, but unavailable.

### **Staff**

Primary responsibility for system management and data requests is assigned to DRG Director of Research & Planning, John S. Stump. Placement of data collection components on the DRG website is being provided under the direction of Executive Director, Michael D. Wisdom. Technical assistance for this effort is being provided by Director James L. Leist and part-time staff of the El Telar rural telecommunications project, which is co-located in the DRG office.

### **Service Delivery**

Hardcopy documents which are mailed, faxed, or provided in the office represent the most common form of service delivery at present. Requests for e-mail and Internet website transmittal or access are becoming more frequent, and efforts are being made to increase the number of selections offered on the DRG website ([www.slvdr.org](http://www.slvdr.org)), and hyperlinks to other databases.

Where possible, we appreciate and encourage discussing the request with persons making the inquiries in order to acquire a better understanding of the intended data uses, and any limitations for the type of application desired.

### **Tracking**

Correspondence and/or notes concerning requests and inquiries, and content included in responses to them, are currently being maintained in a ring-binder file. We are attempting to track all inquiries by date, name, organization, position, address, phone number, items requested, and information provided.

In addition, we are asking how the information is being used and the end product desired (e.g., grant applications, studies, market research, etc.) in order to determine the relevance and importance of our services. Confidentiality will be maintained as requested or appropriate. Where feasible, we also encourage a reciprocal exchange of information and request copies of completed reports and studies to add to our files.

### **Data User Categories**

Our spectrum of users is growing, and includes the following categories –

- \* Business prospects, existing businesses, development groups, real estate agencies, and firms seeking help on evaluating location potentials.
- \* Agencies and organizations (including DRG) applying for funds needed to expand, maintain, or improve service delivery, to conduct needs analysis, or gather information for reports.
- \* Various government agencies requesting information needed for budget analysis, management plans, and funding rationale.
- \* Newspapers and other media requesting help with demographic and economic data for news stories and special publications.
- \* Various organizations and individuals engaged in research projects, or gathering information for marketing purposes.
- \* Background information needed for work projects and contracts, comprehensive plans, new applications, or new program development.

- \* Exchange of information, grant applications, and other requests from peer agencies in other areas.
- \* Economic impact analysis and studies.

### **State Data Center Affiliate**

DRG is designated as a Colorado State Data Center Affiliate with the Colorado Division of Local Government (DLG) Demography Section office for purposes of acquiring, requesting, maintaining, and distributing Census and other information in the region. The Demography Section and our affiliate status supplies a major portion of the DRG collection and assures us of getting the most current data and official reports. It also provides access to confidential databases, and opportunity for input and interactive discussion concerning draft population estimates, base industry analysis, and other important data describing area conditions.

Data Center linkages with the Census Bureau and other data-generating agencies will provide an essential part of the support needed to address a large number of 2000 Census requests. DRG also receives a number of Census Bureau and other publications in printed or CD-ROM form free of charge.

The Data Center Affiliate role also includes Demography Section meetings in Denver which provide additional opportunity to collect updated estimates, develop new data sources, and give presentations on Valley economic trends and forecasts to an audience of about 200.

News releases covering 2000 Census and related demographic, economic, and business data on the region are also being prepared by the Director of Research & Planning. An increasing number of inquiries on Census-related subjects by the news media also require input and attention.

### **Data Sources and Acquisition**

This writeup is focusing on sources reporting data summaries which include breakouts for San Luis Valley counties. Over many years of service, we have developed a number of targeted sources which provide county-level data and which are being closely maintained and implemented. While many agencies are now providing website and e-mail access to their information, we have not been able to identify any new sources generating county-level data, or any significant expansion in the content or frequency of data releases. Nevertheless, we will continue to search for new or expanded sources which have the potential to improve our data collection and services.

The Decennial Census and State Data Center provide a main channel and core of information upon which the data collection is built. Periodic, annual, or more frequent updates in the current decade for population and other items will be benchmarked in most cases to the 2000 Census. The State Data Center generates the updates along with a variety of other reports containing county-level data which are indispensable to our collection.

Information from these sources is being accessed in various documented forms, including hardcopy reports and publications, faxed tables and reports, websites, CD-ROM, e-mail, newspapers, and magazines. About half of the sources charge for their reports and have subscription fees ranging from \$10-\$200, most of which is provided for in various DRG budgets.

Currency of the information at the county level varies from about 3 months to several years old (and 10 years or more for the Decennial Census in the final years of the decade). Most is at least one or two years old. In the absence of more current updates, we are required to represent analysis of current economic conditions and trends on dated information. This is especially true for the rural counties which generally have a longer lag time for data tabulation than State and metro areas.

In addition to the Census and Data Center, we are depending on other established government and nonprofit agencies for reports containing county breakouts which offer different categories of data and additional depth to the collection. Private databases have not been used extensively because they generally do not provide any additional information at the county level, and are expensive. Private databases do often provide an exclusive source for various types of business information, and will be considered if needs and benefits warrant the higher cost.

We have capabilities for generating county data at the local level through surveys, which usually require a considerable time commitment and cost. When resources and additional staff are available, surveys will be considered. Notable past efforts include labor force surveys requested for prospective business expansions and new locations.

### **Decennial Census**

The Decennial Census provides a standard of comparison for rural area data, and is by far the most detailed in terms of both content and geography. Breakouts are available at the county and sub-county levels, including incorporated places, Census designated places, school districts, tracts, block groups, and blocks. Unfortunately, the Census is available only once in ten years, and a large portion of the 2000 Census results are still being tabulated.

Detailed maps required to identify Census tract, block groups, and blocks, and map displays with selected Census and other data, are being provided as a companion service by the San Luis Valley GIS/GPS Authority co-located in the DRG office and directed by Dr. Alfred W. (Pete) Magee. Partnership with the GIS/GPS Authority is also being relied upon for a number of other projects and data requests where mapping and georeferencing are required.

### **Comprehensive Economic Development Strategy (CEDS)**

Selected data from the Census, State Data Center, and a fairly comprehensive sample of all our sources will be included in the economic analysis section of the revised CEDS document scheduled for December 2001. The December 1992 edition of the CEDS (formerly Overall Economic Development Plan – OEDP) contains a similar array of data, and is a frequently referenced document.



<u>Source</u>	<u>Publications/Reports/Releases</u>	<u>Subject Categories/Typical Content</u>
<p><b>State Data Center/DLG Demography Section</b></p>	<p><b>County Business Patterns, 1997</b> (annual reports – 4 years old)</p>	<p>Detailed industry –            Number of establishments            Employees            Payrolls</p>
	<p><b>State and County QuickFacts</b> (updated periodically on website – www.census.gov)</p>	<p>Compilation from various Federal sources. Reference dates vary for different items according to availability at the time of report publication.</p> <p>Population, general characteristics            Housing units, households            Home ownership            Medium income            Poverty            Nonfarm employment            Retail sales            Minority-owned firms            Housing permits            Federal funds &amp; grants</p>
	<p><b>Annual updates &amp; time series</b></p> <p><b>Base industry studies</b></p>	<p>SDC staff –            Current population estimates</p> <p>SDC/Colorado Dept of Labor &amp; Employment, Labor Market Information Section –            Labor force            Total employment            Employment by industry</p> <p>SDC/Center for Business &amp; Economic Forecasting–            Population projections            Employment projections            Income projections</p> <p>SDC/US Bureau of Economic Analysis –            Personal income, per capita            Personal income, total by industry</p> <p>Direct basic employment &amp; income by detailed industry. Also includes estimates of multiplier effects from indirect basic &amp; residential services. Derived industry breakouts include –            Agricultural production &amp; services            Mining            Manufacturing            Regional center/national services            Tourism            Government            Retirees            Other sources of income</p>

<u>Source</u>	<u>Publications/Projects/Releases</u>	<u>Subject Categories/Typical Content</u>
<p><b>Colorado Dept of Local Affairs</b></p>	<p><b>Confidential establishment lists</b>            (provided to DRG under SDC Memo of Agreement)</p> <p><b>Colorado Economic &amp; Demographic Information System (CEDIS), 1993-1999</b>            (updated periodically)</p>	<p>DRG use only – not available to the public.</p> <p>Colorado County Profile Output, 1993-1999            Compilation from various state sources. Estimates for different items relate to same time period. Time series provided.            Content includes –                Births, deaths, natural population increase                Labor force                Population total –                    Demography Section                    Census Bureau current estimates                School enrollment (grades 1-8)                Unemployment, unemployment rate                Net migration                Housing units                    Total                    Vacant, vacancy rate                Net building permits                Households, average size                Population –                    Group quarters                    Household                Employment                    U.I. covered                    Total</p>
<p><b>Bernan Press</b></p>	<p><b>1997 County &amp; City Extra</b>            (annual editions)</p>	<p>Compilation from Census Bureau &amp; other Federal sources. Reference dates vary for different items according to availability at the time of report preparation.</p> <p>Land area            Population &amp; households            Vital statistics, health resources, crime            Education, money income, poverty            Personal income            Earnings, Social Security            Housing, labor force, employment, disability            Nonfarm employment &amp; agriculture            Manufacturing, value-added, shipments            Construction            Wholesale &amp; retail trade            Service industries            Federal funds, government finances, elections</p>

<u>Source</u>	<u>Publications/Reports/Release</u>	<u>Subject Categories/Typical Content</u>
<b>Colorado Dept of Labor &amp; Employment, Labor Market Information Section</b>	<b>Colorado Employment &amp; Wages, 1999</b> (reported for quarter & annual average)	Excludes small farms, proprietors, railroad, & Federal employees. Provides the following by detailed industry – Number of establishments Employment Total wages (payrolls including base hourly rates & salaries, overtime, & incentive pay) Average wage
	<b>Colorado Labor &amp; Industry Focus</b> (monthly report)	Labor force estimates by month. (not seasonally adjusted)
<b>US Bureau of Economic Analysis</b>	<b>Local Personal Income/ Regional Accounts Data</b>	Per capita personal income, 1995-1999. (calculation based on BEA income & Census Bureau current population estimates)
<b>Colorado Dept of Revenue</b>	<b>2000 Annual Report</b> (annual reports on FY basis – July-June)	Vehicle registrations, license fees Registered vehicles by type Retail sales (time series) Retail trade sales (time series) Sales tax statistics (incl gross & retail sales)
<b>University of Colorado Business Research Div/Colorado Dept of Revenue</b>	<b>Colorado State &amp; County Retail Sales, 2000 Annual</b> (reported for quarter & annual average)	Retail sales by industry group
	<b>Colorado City Retail Sales, 2000 Annual</b>	Same – but for SLV cities/towns of Alamosa, Antonito, San Luis, Del Norte, Monte Vista, Center, Saguache
<b>Colorado Dept of Agriculture</b>	<b>Colorado Agricultural Statistics, 2000</b> (annual reports)	Acreage & production – Winter wheat Spring wheat Barley Oats Potatoes Hay

<u>Source</u>	<u>Publications/Reports/Release</u>	<u>Subject Categories/Typical Content</u>
<b>US Dept of Agriculture</b>	<b>1997 Census of Agriculture</b> (reported every 5 years)	Number of farms Total farmland acres Employment in ag production Value of land & buildings Estimated market value of machinery and equip. Market value of ag products sold Livestock, poultry Acreage & production
<b>Colorado State U– Cooperative Extension</b>	<b>Colorado’s Agribusiness System, 1997</b> (updated periodically)	Farm production Ag inputs Processing/marketing Ag business employment % of County employment Government payments Farm income Agribusiness income % of County income
<b>Daniel, Mann, Johnson &amp; Mendenhall</b>	<b>San Luis Valley 2020 Regional Transportation Plan, November 1999</b>	1990 Census – Place of work Mode of transportation to work Average travel time to work Mobility or self care limitation  1998 data – Airport facilities Economic impact of aviation by airport  State & National Register of historic properties (summary)
<b>Colorado Dept of Transportation</b>	<b>1999 Traffic Volume Map</b> (updated periodically)	Annual average daily vehicles – selected locations
<b>Colorado Office of State Planning &amp; Budgeting</b>	<b>Colorado Close-Up</b> (monthly report)	Year-to-date averages – Employment growth Unemployment rate Retail trade sales growth
<b>Colorado Legislative Council</b>	<b>Colorado Economic Chronicle</b> (monthly report)	Cumulative year-to-date growth rates for City of Alamosa – Employment growth Unemployment rate Retail trade sales growth Housing permit growth Growth in value of non-residential construction

<u>Source</u>	<u>Publications/Reports/Release</u>	<u>Subject Categories/Typical Content</u>
<b>Alamosa County Dept of Social Services</b>	<b>Colorado Dept of Human Services financial data statistics</b> (by request)	Public assistance cases – Temporary Aid to Needy Families (TANF) Old Age Pensions 65+ (OAP-A) Old Age Pensions 60-65 (OAP-B) Aid to Needy Disabled (AND)
<b>Colorado Public Expenditure Council</b>	<b>Taxpayer Report</b> (periodic releases)	Assessed valuation & property tax changes Colorado property tax revenue & average mill levies School equalization Student-teacher ratios Disparities among Colorado counties Distribution of Federal funds
<b>County Governments</b>	<b>Abstract of Assessments</b> (annual report)	Valuations of different property classifications. Formats vary, but most include – Vacant land Residential Commercial Industrial Agricultural (incl acres) Natural resources Public utilities Distribution of revenues & levies – School districts Special districts Towns
<b>Colorado Dept of Education</b>	<b>Pupil Memberships &amp; Related Information, Fall 1999</b> (annual report)	Summarized by county & school district – Number of schools Pupil membership Classroom teacher FTE Graduation rate Dropout rate Enrollment by grade
<b>Colorado Dept of Public Health &amp; Environment/ Center for Health &amp; Environmental Info &amp; Statistics</b>	<b>Colorado Vital Statistics, 1998</b> (annual report)	Content examples – Vital statistics summary by county & city Health status indicators Live births & birth rates Death causes & crude death rates Marriages & marriage rates Population by age group

<u>Source</u>	<u>Publications/Reports/Release</u>	<u>Subject Categories/Typical Content</u>
<b>SLV Community Connections</b>	<b>San Luis Valley Community Health Report, 1999</b>	Compilation from various State, Federal, & local sources. Examples of items not found elsewhere include – <ul style="list-style-type: none"> <li>Net taxable sales</li> <li>Cost of living (sourced from Colorado Dept of Education)</li> <li>Pupil/teacher ratios</li> <li>Colorado Student Assessment Program scores</li> <li>Per-pupil funding</li> <li>High school graduation rates</li> <li>Number of students pursuing post-secondary education</li> <li>Arrest number by crime</li> <li>Child care – quantity &amp; availability</li> </ul>
<b>Colorado State U/Dept of Agriculture &amp; Resource Economics</b>	<b>1998 Cost of Living Indices for Colorado Counties</b>	Composite & component index – <ul style="list-style-type: none"> <li>Composite</li> <li>Housing</li> <li>Grocery</li> <li>Health care</li> <li>Misc</li> <li>Transportation</li> <li>Utilities</li> </ul> Effects of housing costs on overall COLI Influence of COLI on real purchasing power
<b>SLV Development Resources Group</b>	<b>Major Employer List, 1998</b>	Compiled from unpublished establishment lists and employer contacts. Table headings include – <ul style="list-style-type: none"> <li>Name of business/organization</li> <li>Industry</li> <li>Number of employees –               <ul style="list-style-type: none"> <li>25-49, 50-99, 100-199, 200-299, 300+</li> </ul> </li> </ul>
<b>Colorado Div. of Housing</b>	<b>Multi-Family Housing Vacancy &amp; Rental Survey, October 2000</b>	Data for Alamosa County only. Examples include – <ul style="list-style-type: none"> <li>Vacancy rates</li> <li>Average rent</li> <li>Average rents by –               <ul style="list-style-type: none"> <li>Apartment types</li> <li>Size of building</li> <li>Square feet</li> <li>Age of building</li> </ul> </li> <li>Resident turnover per month</li> </ul>
<b>Design Workshop/SLV Trails &amp; Recreation Coalition/Great Outdoors Colorado Trust Fund</b>	<b>Great San Luis Valley Trails &amp; Recreation Master Plan, October 1996</b>	County-level breakouts plus cities/towns listing of existing & prospective projects by – <ul style="list-style-type: none"> <li>Project name</li> <li>Description</li> <li>Partnerships for development</li> <li>Comments</li> </ul>

<u>Source</u>	<u>Publications/Reports/Release</u>	<u>Subject Categories/Typical Content</u>
<b>Colorado Bureau of Investigation</b>	<b>Crime in Colorado, 1999</b> (annual report – website access)	County sheriff & city/town police department reports covering – Major offenses Other reported offenses Primary arrests Other arrests
<b>Center for Business &amp; Economic Forecasting</b>	<b>Tourism Jobs in Colorado, January 2001</b>	1999 total jobs Tourism jobs Tourism percent & rank in State
<b>SLV Information Center/ SLV Development Resources Group</b>	<b>Lodging Capacity Estimates, October 2000</b> (completion pending)	Breakouts by county, city/town, & selected sites in outlying areas listing number of – Hotel/motel rooms Bed & breakfast rooms Resort cabins RV sites

## **Other Data Collection Segments**

In addition to our collection for the San Luis Valley counties, we also rely on sources providing regional, multi-regional, state, national, and other geography to fill requests when county breakouts are not available. We also note that some users only want the region total, and not individual counties. Examples of frequently referenced sources and typical content reported are as follows –

- \* **US Bureau of Labor Statistics – Consumer Price Index & Inflation Rates – Denver-Boulder CPI & US CPI**
- \* **Colorado Department of Labor & Employment, Labor Market Information Section – 1999-2000 Occupational Wages – Eastern & Southern Colorado**
  - Average hourly, median, and hourly mid-range wage rates in selected occupations grouped as follows –
    - Management occupations
    - Business & financial operations
    - Computer & mathematical
    - Architecture & engineering
    - Life, physical, & social science
    - Community & social services
    - Legal
    - Education, training, & library
    - Arts, design, entertainment, sports, & medicine
    - Healthcare practitioners & technical
    - Healthcare support
    - Protective services
    - Food preparation & serving
    - Building & grounds cleaning & maintenance
    - Personal care & service
    - Sales & related
    - Farming, fishing, & foresteing
    - Construction & extraction
    - Installation, maintenance, & repair
    - Production
    - Transportation & material moving
- \* **US Census Bureau – Statistical Abstract of the United States, 2000**
  - Compilation from almost all Federal sources including over 1,500 tables covering a comprehensive range of subjects. In addition to US data, some tables have State, metro area, and international breakouts.

To assist with trend analysis, we are retaining previous editions of the Decennial Census, and selected summaries from other sources, in our library.

In some cases, we are required to produce derived estimates from the original sources in order to meet a data request. These are also being maintained in the collection for possible future use, or for technical reference in preparing similar estimates.

### **Research**

We are continuing to explore possibilities of funding and joint participation in various research projects to expand our knowledge base, and provide new information needed to advance our proposals and projects. Decisions to engage in research projects will depend on a combination of several factors, such as –

- \* Funding availability.
  - \* Staff workload.
  - \* Availability of additional personnel with training and background.
  - \* Potential of the research to advance economic and community projects, or provide other benefits.
  - \* Extent of need and urgency of timing.
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